

# Abdulrhman Al-Hakim

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## Professional Summary

Data professional specializing in data, marketing, and sales analysis with experience in leading analysis teams, developing dashboards, and extracting actionable insights to drive business decisions and growth. Skilled in Python, SQL, Tableau, and advanced data visualization with a strong track record of improving marketing campaign efficiency and customer retention through data-driven strategies.

## Technical Skills

- Programming & Data Analysis: **Python, SQL, Pandas, Scikit-learn, SQLAlchemy, PySpark**
- Visualization & Dashboarding: **Tableau, Plotly, Dash, Matplotlib, Seaborn, PowerPoint**
- Web Scraping: **Selenium, BeautifulSoup**
- Data Tools & Frameworks: **FastAPI, Airflow, Qt Framework, MongoDB, Qdrant**
- Office & Reporting: **Microsoft Excel, PowerPoint**

## Certifications

- IBM Data Analyst Professional Certificate, Coursera
- Google Advanced Data Analysis Professional Certificate (in progress), Coursera
- Stanford Machine Learning Specialization (in progress), Coursera

## Education

- Data Science Academic Diploma, Faculty of Graduate Studies for Statistical Research
- Bachelor of Nursing Science, Ain Shams University

## **Professional Experience**

### **Data Analysis Team Leader**

Company: Diet and Cheat (Jan 2025 – Sep 2025)

- Developed customer personas enhancing targeted marketing campaigns, increasing lead conversion.
- Conducted sales and marketing analysis to eliminate underperforming packages, saving marketing budget.
- Led performance analysis at the department level to identify inefficiencies and optimize operations.

### **Freelance Data Analyst**

- Designed and analyzed marketing surveys and created sales analysis dashboards to inform business decisions.

## **Selected Projects**

### **Business Projects**

- **Comprehensive Sales Analysis – Diet and Cheat:** Conducted an in-depth sales analysis that led to the strategic removal of a low-performing service, reducing marketing spend by ~60%.
- **Customer Persona & Profiling – Diet and Cheat:** Developed detailed customer personas and profiles, enabling more precise targeting and retraining of the customer service team, improving customer retention by ~25%.
- **Customer Surveys & Profiling – Multiple Companies:** Designed and implemented customer surveys and profiling strategies across diverse sectors including restaurants and cosmetics, providing actionable insights for marketing and customer experience improvements.

## **Technical Projects**

- **Rain Forecasting Model:** Built a logistic regression model in Python (Pandas, Scikit-learn, Plotly) to predict rainfall with high accuracy.
- **Medical Charges Prediction:** Developed a linear regression model for predicting medical costs using Python (Pandas, Scikit-learn).
- **WHO Dashboard:** Created an interactive, real-time data visualization dashboard using Dash and Plotly for global health metrics.
- **Stack Overflow EDA:** Performed exploratory data analysis on Stack Overflow datasets using Pandas and Plotly, uncovering key trends and insights.
- **International Layoffs Dashboard:** Built an interactive SQL and Tableau dashboard to visualize global layoffs and workforce trends.
- **Sales Analysis EDA:** Conducted exploratory sales data analysis using Pandas and Seaborn, identifying trends and actionable insights.
- **ETL Pipelines:** Developed automated data transformation pipelines between SQL Server and MySQL using SQLAlchemy, streamlining data workflows.
- **FitnessRag (In Development):** Building a Retrieval-Augmented Generation (RAG) application to answer training and diet questions based on latest research trends.

## **Teaching & Communication Experience**

### **Educational Lecturer & Community Instructor (2017–2023)**

- Delivered lectures on scientific and health topics at Ain Shams University and community settings.
- Developed curricula and conducted engaging sessions for diverse learner groups including children and students.

### **Independent Course Creator & Tutor**

- Designed and delivered intermediate and advanced programming courses focused on Python and data science.